



DEPARTMENT OF THE ARMY
UNITED STATES ARMY RECRUITING BATTALION HARRISBURG
54 M AVENUE, SUITE 11
NEW CUMBERLAND, PENNSYLVANIA 17070-5099

REPLY TO
ATTENTION OF:

RCNE-HB-APA

SUBJECT: Keith L. Ware Public Affairs Competition, Category G: Command Blog

1. Publication name: ArmyStrongPA Blog (<http://armystrongpa.wordpress.com>)
2. Information strategy: The ArmyStrongPA Blog is a diary-type commentary, including a one-stop information resource for battalion stakeholders whether it's community members, or in-processing Soldiers or civilians. Information that can be found on this site include the Battalion Fact Sheet, overview of the Advisory Board, Education related information and updates about happenings in the battalion on a weekly basis. This blog allows for immediate story posts and hosts the battalion's e-newsletter archives as well as direct links to GoArmy.com and ArmyStrongStories.com.
3. Long term goals: To expand the U.S. Army Harrisburg Recruiting Battalion's social media platforms in effort to bridge the geographical gaps to connect, talk and interact with the Pennsylvania community, transmitting the command and Army message.
4. Short term goals: Integrate the blog across social media platforms creating a digital dialogue with stakeholders.
5. Audience demographics: This blog serves as a social media application for the Soldiers (200) assigned to the Harrisburg Recruiting Battalion, their families (150) and civilians (30). This also serves as a communication device sent to the local community and Center of Influences (COI). Total audience is 800.
6. Site statistics: Over the past year, the BN Wordpress Blog has had 102 posts with 10,603 views. There were 131 pictures uploaded to the site in FY11 resulting in about 3 photos per week. Fifty-percent of the posts have received comments from battalion stakeholders and 80 percent of the posts were shared on other websites increasing our search engine optimization marketing tactics.
7. The busiest day on the ArmyStrongPA blog was May 15, 2011 with this post <http://armystrongpa.wordpress.com/runforahero/> which resulted in 570 views. This post supported the Dick's Sporting Goods Pittsburgh Marathon and the U.S. Army support of the event. This post asked stakeholders to support the Army by wearing a Army Strong wrist band during the race.
8. The top referring sites in 2011 were: pittsburghmarathon.com, facebook.com, apps.facebook.com, mail.yahoo.com and usarec.army.mil. Most of the visitors found the blog through search engines.
9. To create an integrated social media campaign, each blog post was added to both the battalion's Facebook and Twitter pages.



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10. Entry nominations:

Posts:

Run for a Hero

<http://armystrongpa.wordpress.com/2011/05/02/runforahero>

Top Ten Reasons Why All Schools Should Offer, and All Students Take, the ASVAB –
August, 2011 <http://armystrongpa.wordpress.com/2011/08/02/asvab-top-10/>

Harrisburg recruiters instill 'Airborne' to Civil Air Patrol cadets: July, 2011
<http://armystrongpa.wordpress.com/2011/07/04/cap-airborne-class/>

Pages:

Battalion Newsletter: <http://armystrongpa.wordpress.com/newsletter/>

Community Outreach: <http://armystrongpa.wordpress.com/outreach/>

Education Outreach: <http://armystrongpa.wordpress.com/education/>

Staci Cretu, GS
Chief, Advertising and Public Affairs
U.S. Army Recruiting Battalion - Harrisburg

ArmyStrongPA *blog*

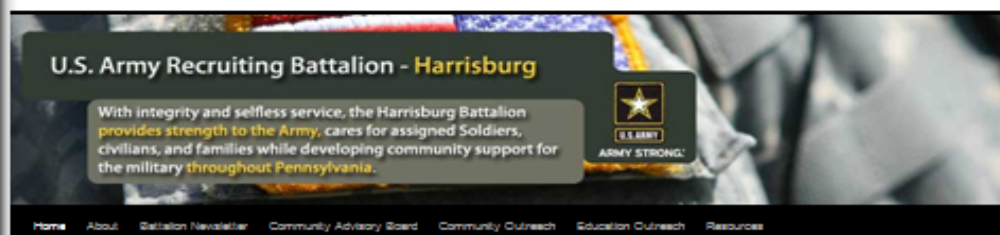
Staying connected one social media post at a time...



WORDPRESS

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ArmyStrongPA



Youth LDRSHIP Essay Contest – Finalists Named

Posted on January 3, 2012

The United States Army Harrisburg Recruiting Battalion celebrated Veteran's Day in 2011 by offering local Pennsylvania high school students the opportunity to compete in a Veteran's Day scholarship essay contest.

The objective of this Army sponsored Veteran's Day Essay contest is to promote and support education and the literary arts with Pennsylvania high schools. The essay contest topic, which involves interviewing a Veteran, is meant to help students see the kind of strong character traits the military promotes from the perspective of a Veteran.

The battalion received over 150 entries for the Army sponsored Veteran's Day Scholarship Contest from 40 schools throughout Pennsylvania. Of the 150 entries 13 finalists were chosen, seven juniors and seniors and six freshman and sophomores. Juniors and senior finalists include students from Kittanning Senior High School, Fox Chapel Area High School, and Lancaster Catholic High School. Freshman and sophomore finalists include students from Northern Lebanon High School, Shamokin Area High School, Carlisle High School, Dubois Area Senior High School, Berwick Area High School and Kittanning Senior High School.

There will be four winners announced on February 20, 2012 after final judging is completed by the Pennsylvania School Counselors Association. These winners will receive scholarships to be used for their continued education. Scholarship awards include junior/seniors; first place \$1,000, second place \$500 and freshman/sophomores; first place, \$500 and second, \$250.

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This blog is information for members, families and the general public from the U.S. Army Recruiting Battalion - Harrisburg. Please do not post personal information on this blog. If you have a personal question, please email: 1chm-aps@usarmy.army.mil

Harrisburg Battalion Twitter

- Best way to treat for dehydration, is prevention If you want to perform at your best in sport or exercise,...
- <http://t.co/MsXQLpj> 4 hours ago
- VOTE TODAY! Army STRONG Wrestler of the Year PENNSYLVANIA - Week Two Nominees: Voting ends 9 p.m. Thursday,...
- <http://t.co/nMQJfge4> 1 day ago
- Voting ends at 9:00 P.M. EST on Thursday, Jan. 4. Winner announced on Friday, Jan. 5. You can vote by clicking...
- <http://t.co/GV7gRjw> 1 day ago

Harrisburg Battalion Photos



Army Strong Stories

- Soldier Hero from Kansas City Recruiting Battalion attending All-American Bowl January 5, 2012
- By: Fred Hermstein SSG Grayson of the Joplin Recruiting Station is representing the Soldier Hero from the Kansas City Recruiting Battalion at the All-American Bowl. For more information contact SFC Lynch at 417-623-7966....read more
- Going Somewhere January 4, 2012
- By: Michael Wells



Harrisburg Battalion Twitter

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- <http://t.co/MsXQLpj> 3 hours ago
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Harrisburg Battalion Photos

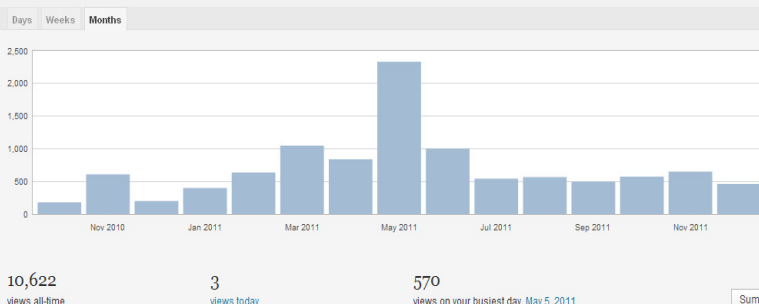


[More Photos](#)

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At A Glance



armystrongpa.wordpress.com

<http://armystrongpa.wordpress.com/newsletter/> <http://armystrongpa.wordpress.com/outreach/> <http://armystrongpa.wordpress.com/education/>